

July 28, 1983

CHANCELLOR SINSHEIMER

Re: CALIFAS

Dear Bob:

You will soon receive a request for \$7,900.00 to complete the production of a high quality video tape on the CALIFAS project. This project has been directed by Professor Eduardo Carrillo with assistance from Tino Esparza and Philip Brookman.

I write to indicate my support of this request and hope that you will be able to give it every favorable consideration. It seems to me that a production quality video tape on the CALIFAS project will have great advantages to Santa Cruz. It is anticipated the video tape will be made available to public television on both a national and statewide basis. Needless to say such publicity would bring favorable recognition to Santa Cruz. The video tape can also be used to represent Santa Cruz to other campuses of the University as well as other institutions.

In my opinion however, the greatest advantage of such a video tape is in terms of its impact on students. As we work toward ethnic diversification of our enrolled students, it seems to me a video tape of this type can be utilized in cultural programming in every college to help create a greater sense of Chicano art and culture in California. It would help to increase the sense of comfort of Chicano students as well as increase the knowledge and experience of those who are not of Chicano backgrounds. It would also be possible to use such a video tape in academic courses where appropriate.

Finally, the video tape could be used as a way of establishing Santa Cruz as a national center for Chicano art and culture, something I think is very appropriate to this campus. First of all, we are within a very short distance of the headquarters of El Teatro Campesino, the renowned Chicano Theater Company. Furthermore, we have an outstanding artist in Eduardo Carrillo. It seems to me if Santa Cruz were to expend a small amount of resources the possible return to the campus would not only justify the expenditure it would make it seem relatively small. I recommend every favorable consideration of this request.

Sincerely yours,

Herman

J. Herman Blake
Provost *at*

ds

bcc: Eduardo Carrillo ✓
Philip Brookman
Tino Esparza

This letter was dictated by Provost Blake, transcribed and signed in his absence.